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4-14-2011

April 14, 2011

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Recommended Citation

Council on Academic Affairs, "April 14, 2011" (2011). *Minutes*. 14.
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Agenda for the April 14, 2011 CAA Meeting

Items approved: 11-75, CMN 4450, Electronic Media Profession (New Course)
11-76, Electronic Media Production Concentration within the CMN: Mass Communication Option (Revised Concentration)
11-77, Elimination of the Media Studies Concentration from the CMN: Mass Communication Option (Deleted Concentration)

Items Pending: 10-95, Public Relations Minor (Revised Interdisciplinary Minor)
11-78, Revisions to EIU 2919 resulting in changes to the Academic Warning Policy and Reinstatement following Academic Dismissal Policy

Council on Academic Affairs Minutes April 14, 2011

The April 14, 2011 meeting of the Council on Academic Affairs was held at 2:00 p.m. in Room 4440, Booth Library.

Members Present: Ms. Green, Ms. Henry, Dr. Hoerschelmann, Dr. Klarup, Dr. Lucas, Dr. Mitchell, Ms. Prillaman, Ms. Ruholl, Dr. Shelton, Dr. Sterling, Dr. Throneburg, and Dr. White.

Members Absent: None.

Staff Present: Dr. Lord, Dr. Herrington-Perry, and Ms. Fopay.

Guest Present: Mr. Bradd, Communication Studies; Dr. Borzi, Communication Studies; Dr. Ochwa-Echel, African-American Studies; Dr. Owen, Kinesiology & Sports Studies; Dr. Pommier, Faculty Senate; Associate Dean Poulter, College of Arts & Humanities; and Dr. Shank, Special Education.

I. Approval of the April 7, 2011 CAA Meeting Minutes.

The minutes of April 7, 2011 were approved as written.

II. Communications:

a. Waiver Report:

1. Academic Waiver Report for March 2011 from the College of Sciences.

b. Committee Minutes:

1. Minutes from the April 7, 2011 Office of the Registrar's Advisory Group meeting.

c. Other:

1. Announcement of a strategic planning discussion specifically for CAA, CGS, and COTE members scheduled for Thursday, April 21, 2011 from 3 to 4 p.m. in the Arcola-Tuscola Room at the University Union.

(Note: The CAA meeting that day will be held from 2 to 3 p.m. in the Arcola-Tuscola Room preceding the strategic planning discussion.)

III. Committee Reports:

None.

IV. Item Added to the Agenda:

1. 11-78, Revisions to EIU 2919 resulting in changes to the Academic Warning Policy and Reinstatement following Academic Dismissal Policy.

Dr. Sterling moved and Ms. Ruholl seconded the motion to add this item to the agenda.

V. Items Acted Upon:**1. 11-75, CMN 4450, Electronic Media Profession (New Course).**

Mr. Bradd presented the proposal and answered questions of the council.

Dr. Mitchell moved and Ms. Green seconded the motion to approve the proposal. The motion passed unanimously.

The proposal was approved, effective Spring 2012.

CMN 4450. Electronic Media Profession. (3-0-3) On Demand. An overview of the Electronic Media profession, including an in-depth look at radio and television organizational structures, programming strategies, revenue streams, regulation, ethical standards, and current issues. Prerequisite: CMN 2520. WI

2. 11-76, Electronic Media Production Concentration within the CMN: Mass Communication Option (Revised Concentration).

Mr. Bradd presented the proposal and answered questions of the council.

Dr. Sterling moved and Ms. Green seconded the motion to approve the proposal. The motion passed unanimously.

The proposal (**See Attachment A**) was approved, effective Fall 2011.

3. 11-77, Elimination of the Media Studies Concentration from the CMN: Mass Communication Option (Deleted Concentration).

Mr. Bradd presented the proposal. There were no questions.

Ms. Ruholl moved and Dr. Klarup seconded the motion to approve the proposal. The motion passed unanimously.

The proposal was approved, effective Fall 2011. As a result, the Media Studies Concentration (**See Attachment B**) will be deleted from the CMN: Mass Communication Option.

VI. Program Review Presentation:**1. B.S. Ed. in Special Education**

Dr. Shank gave a presentation on the B.S.Ed. in Special Education addressing questions listed on the document "Questions to Guide CAA's IBHE Program Review Discussion" and answering questions of the council. Also, she passed around data books containing assessment summaries and student teaching evaluation assessments. In addition, she distributed three handouts to the council members: Summary sheet and rubric for SPE 3600 – Functional Behavioral Assessment and Behavior Intervention Project, Special Education Undergraduate Student Learning Assessment Program Form – AY 2008-2010, and 2010-11 IBHE Program Review document.

VII. Pending:

1. 10-95, Public Relations Minor (Revised Interdisciplinary Minor)

VIII. Meeting Adjournment:

1. Dr. Klarup moved and Dr. Shelton seconded the motion to adjourn the meeting. The motion was approved by acclamation.

The meeting adjourned at 2:50 p.m.

The next meeting will be held Thursday, April 21, 2011.

–Minutes prepared by Ms. Janet Fopay, Recording Secretary

The current agenda and all CAA council minutes are available on the Web at <http://www.eiu.edu/~eiucaa/>. In addition, an electronic course library is available at <http://www.eiu.edu/~eiucaa/elibrary/>.

***** ANNOUNCEMENT OF NEXT MEETING *****

April 21, 2010

Conference Room 4440 – Booth Library @ 2:00 p.m.

Agenda:

Program Review Presentations:

1. B.S. in African-American Studies
2. B.S. in Kinesiology & Sports Studies

Pending:

1. 10-95, Public Relations Minor (Revised Interdisciplinary Minor)
2. 11-78, Revisions to EIU 2919 resulting in changes to the Academic Warning Policy and Reinstatement following Academic Dismissal Policy

Approved Executive Actions:

CAH

Effective Fall 2011

1. Change the course title and description for CMN 2525.

CMN 2525 - ~~Electronic Production I~~ Studio Production.

(1-4-3) ~~F, S.~~ On Demand. Students receive an overview of the electronic media and learn basic audio and video production theories and techniques. Emphasis is on studio production. Students will be required to complete laboratory hours at WEIU-TV and/or WEIU-FM. Credit will not be awarded if the student has already received credit for CMN 3520 or CMN 3540. Credits: 3

2. Revise the course title for CMN 2575.

CMN 2575 - ~~Electronic Production II~~ Field Production.

(1-4-3) On Demand. Students learn theories and techniques of audio and video production, with an emphasis on field production, post-production, and broadcast news. Students will be required to complete laboratory hours at WEIU-TV and/or WEIU-FM. Prerequisites and Notes: CMN 2525 or permission of instructor. Credits: 3

3. Amend the course title and description for CMN 3540.

CMN 3540 - ~~Video Production~~ Videography.

(1-4-3) On Demand. The study and practice of the production of video programs, **with an emphasis on camera techniques** including scripting, producing, and basic directing. Practical experience in a wide variety of production exercises. MC 916 Prerequisites and Notes: CMN 2525 or permission of instructor. Credits: 3

Pending Executive Actions:

None.

Attachment A**Communication Studies: Mass Communication Option (B.A.)****Electronic Media Production Concentration**

This concentration is designed to provide the knowledge, values, perspectives and skills necessary to understand the roles, functions, and operations of various electronic media. The program of study is focused on balancing theoretical issues with practical experience.

Total Semester Required Hours: 45-46

Required Coursework (Department Core): 12 hours**Total Semester Hours: 12**

- CMN 2010 - Introduction to Communication Theories. Credits: 3
- CMN 2020 - Communication Research. Credits: 3
- CMN 2030 - Applied Communication. Credits: 3
- CMN 2040 - Argumentation and Critical Thinking. Credits: 3

Concentration Core: 21-22 hours**Total Semester Hours: 21**

- CMN 2520 - Introduction to Mass Communication. Credits: 3
- CMN 2525 - ~~Electronic Production I.~~ **Studio Production.** Credits: 3
- ~~CMN 2575 - Electronic Production II. Credits: 3~~
- ~~CMN 3100 - Persuasion. Credits: 3~~
- ~~CMN 3300 - Interviewing. Credits: 3~~
- **CMN 3500 – Electronic Media Relations. Credits: 3**

And either Radio:

- ~~CMN 2550 - Broadcast Announcing. Credits: 3~~
- ~~CMN 3520 - Radio Production. Credits: 3~~

Or Video:

- ~~CMN 3540 - Video Production. Credits: 3~~
- ~~CMN 4540 - Advanced Video Production. Credits: 3~~

Select one of the following:

AUDIO:

- **CMN 2550 Broadcast Announcing**
- **CMN 3520 Radio Production**
- **CMN 4420 Mass Media Advertising and Sales**
- **CMN 4450 Electronic Media Profession**

VIDEO:

- **CMN 2575 Field Production**
- **CMN 3540 Videography**
- **CMN 4450 Electronic Media Profession**
- **CMN 4540 Advanced Video Production**

ALTERNATIVE MEDIA ARTS:

- **CMN 2575 Field Production**
- **CMN 3530 Film Communication**
- **CMN 3540 Videography**
- **CMN 3570 Topics in Media History**
or **CMN 4030 Seminar (If topic is applicable)**

MULTIMEDIA:

- CMN 2575 Field Production
- CMN 3750 Computer Mediated Communication I
- CMN 3752 Computer Mediated Communication II
- CMN 4540 Advanced Video Production

Electives: 12 hours

Total Semester Hours: 12

Selected in consultation with an advisor. Six hours must be from non-production courses.

- CMN 3270 Communication and Popular Culture
- CMN 3560 International Communication
- CMN 3570 Topics in Media History
(May be counted twice if topic is different)
- CMN 3953 Perspectives on Sports and the Media
- CMN 4030 Seminar
(If topic is applicable)
- CMN 4500 Topics in Electronic Media Production
(May be counted twice if topic is different)
- CMN 4540 Advanced Video Production
- CMN 4750 Contemporary Approaches to Mass Comm.
- CMN 4770 Television Criticism
- CMN 4780 Communication and Culture
- CMN 4850 Topics in Computer Mediated Comm
(May be counted twice if topic is different)

Attachment B

The Media Studies Concentration will be deleted from the Communication Studies: Mass Communication Option.

Communication Studies: Mass Communication Option (B.A.)

Media Studies Concentration

This concentration provides students with a theoretical understanding of the role of media in creating and sustaining social systems.

Total Semester Hours: 45

Department Core

Total Semester Hours: 12

- CMN 2010 - Introduction to Communication Theories. Credits: 3
- CMN 2020 - Communication Research. Credits: 3
- CMN 2030 - Applied Communication. Credits: 3
- CMN 2040 - Argumentation and Critical Thinking. Credits: 3

Concentration Core

Total Semester Hours: 18

- CMN 2520 - Introduction to Mass Communication. Credits: 3
- CMN 2525 - Electronic Production I. Credits: 3
- CMN 2575 - Electronic Production II. Credits: 3
- CMN 3100 - Persuasion. Credits: 3
- CMN 3560 - International Communication. Credits: 3
- CMN 4780 - Communication and Culture. Credits: 3

Electives

Total Semester Hours: 15

Selected in consultation with an advisor. Six hours must be from non-production courses.